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ABSTRACT

The Bethlehem Area Chamber of Commerce addressed family literacy through the promotion of a "Jump into Reading" videotape and its accompanying brochure in local businesses and schools as well as throughout Pennsylvania. Jump into Reading was designed to teach parents the importance of reading aloud to their children and offer techniques to do so. The effort was three-pronged. Locally, the project encouraged member businesses, job offices, and agencies to show the tape on a regular basis to employees and clients. Regionally, the project presented sessions on adult education efforts at two state conventions and launched "repeat versions" of the program in four other communities through their Chamber of Commerce. Findings indicated the following: parents responded positively to suggested reading tips incorporated in the video and brochure; children responded with enthusiasm to the idea that reading is fun; and businesses, agencies, and organizations responded positively to the urging to invest in the well-being of their employees and families and in their company's future work force readiness. (The 25-page report is accompanied by a copy of the marketing plan that provides a guide to chambers of commerce that wish to replicate the literacy project. Contents include the following: a description of the project, recommended staffing, initial steps to prepare for the project, recommended schedule for activities, measuring outcomes, reporting activities, continuation of activities, and examples of marketing materials.) (YLB)

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JUMP INTO READING

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Bethlehem Area Chamber of Commerce

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Bethlehem Area Chamber of Commerce

September 30, 1993 - June 30, 1994

Bethlehem Area Chamber of Commerce
509 Main Street
Bethlehem, Pa. 18018
(215) 867-3788

$22,237.00
CFDA # 098-4052

"The activity which is the subject of this report was supported in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education, and no official endorsement by these agencies should be inferred.

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Abstract Page

Title: Pennsylvania Jumps Into Reading

Project No. CFDA #098.4052 Funding: $22,237.00

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Contact Person: Evangeline R. Sweitzer Phone No.: (215) 867-3788
Agency/Address: Bethlehem Area Chamber of Commerce, 509 Main Street, Bethlehem, PA 18018

Purpose: The Bethlehem Area Chamber of Commerce has attacked the problem of family literacy through the promotion of a **Jump Into Reading** video tape (ref: CFDA #84-002) and its accompanying brochure in local businesses, schools and other environments, as well as throughout Pennsylvania. Its purpose -- to fulfill Goal One of America 2000: that children will start school prepared to learn. Jump Into Reading teaches parents the importance of reading aloud to their children, and offers techniques to do so. The Chamber's premise of involvement: If Lehigh Valley-- and other Pennsylvania -- youngsters are going to have good jobs when they grow up, now is the time to prepare them to learn, to do better in their studies, and to complete their high school education.

Procedures: The effort in this grant year was three-prong: (l) Locally, we encouraged member businesses, job offices and agencies to show the **Jump Into Reading** tape on a regular basis to employees and clients (2) Regionally, we presented sessions on Adult Education efforts at two state conventions: the fall '93 conference of Pennsylvania Chamber of Commerce Executives (PCCE) and the mid-winter conference of Pennsylvania Association for Adult Continuing Education (PAACE), both in Hershey, PA. (3) Regionally, we launched "repeat versions" of the program as presented in the Bethlehem Chamber -- in four other communities in Pennsylvania, through their Chambers of Commerce.

Summary of Findings: 1. Parents from all walks of life responded positively to suggested reading tips incorporated in the Jump Into Reading video and accompanying brochure. Children responded with enthusiasm to Jumparoo's and Readit's advice that reading is fun. 2. Businesses, agencies and organizations responded positively to our urging them to invest in the well-being of their employees and families and in their company's future workforce readiness. Following up on the 75 local businesses, etc., which had copies of the tape, proved to be a large job -- one which we continue to pursue. 3. Several Chambers of Commerce throughout Pennsylvania responded with great enthusiasm and a willingness to participate in the Jump Into Reading program.

Comments: * While parents in general realize the importance of reading to their children, it is becoming increasingly difficult for them to find the time to do so. Many parents have the desire, but not the ability to read to their children.

* In producing the video, **Jump Into Reading,** the Bethlehem Chamber found that it not only took a great deal of time to write the script, produce it and market it locally -- but also, in soliciting, coordinating and following through on four separate Chamber projects, the organizational work was a very large task.

* When spending only a week in each of the four communities, the Bethlehem Chamber coordinator found that it was difficult to entertain large groups of students at once, and to rush from one site to another to appointments scheduled by the host Chamber (not always with adequate forethought). At the same time, the Jumparoo costume which turns the wearer into a seven-foot tall blue plush kangaroo, weighs 25 pounds and is extremely hot. In hot weather, it is well to plan for air-conditioned sites, where possible.

* Despite minor logistical problems, the benefits of introducing children to the Jumparoo and the parents to the video were immense. Children loved the Jumparoo and related instantly to its pouch-baby, Readit. The video is very professionally done, and features a drop-in segment by Mr. Rogers.

Products: Materials used in carrying out the project were the 25-minute, professionally-produced video, **Jump Into Reading,** and the Jumparoo costume. That includes a remote-controlled kangaroo-pouch baby, Readit, who -- through operation by a technician -- is able to move its mouth and turn its head.

Descriptors: To be completed only by AdvancE staff)

INTRODUCTION

1. For decades, professionals in the field of Adult Education have been using any means possible to make government officials, industry leaders, and other influential citizens aware of the serious literacy problem in Pennsylvania. A great deal of success is evidenced by the state funding of Adult Basic Education for the past eight years. Combating this lack of awareness must remain a high priority to assure continued, as well as increasing, support for Adult Basic Education at the local, the county, and the state levels. Only through this understanding and ultimate assistance can we make strides to correct the high levels of illiteracy in Pennsylvania.

   Pennsylvania Jumps Into Reading has approached this problem from a new perspective. By utilizing the network of Chambers of Commerce in the state, this project created new Adult Basic Education efforts in four Pennsylvania locations outside of the Lehigh Valley. These new efforts have enabled chamber members to help their communities through: 1) providing greater awareness of local illiteracy problems, 2) becoming more directly involved in the needs of the disadvantaged parents and children in their area, and 3) offering opportunities for businesses to increase the literacy level of both the current and the future work force in their geographical area.

2. The time frame during which these activities took place was September 30, 1993 - June 30, 1994.

3. Staff and other key personnel who contributed significantly to the project are as follows:

Bethlehem Area Chamber Staff

Richard L. Strain, Executive Director

Evangeline Sweitzer, Associate Director

Barbara McShane, Project Coordinator

Diane White, Business Manager

Jean Hall, Secretary

Consultant

Alden Moe, Dean of College of Education, Lehigh University

Marketing Coordinator

Susan Schuehler, retired Dean of Continuing Studies, Moravian College

Contributing Chambers and Liaisons

Pottsville Chamber of Commerce

* David Donlin, Executive Director
* Wendy Bridal, Liaison, Executive Director, Schuylkill County Literacy Council

Juniata Valley Area Chamber of Commerce

* Patricia Halso, Executive Director
* Jim Oswalt, Liaison, President, Mifflin County 2000 Inc.

Berks County Chamber of Commerce

* Nancy Sharp, Vice President, Communications
* Judith Stoudt, Liaison, School Services Berks County Intermediate Unit

Pocono Mountain Chamber of Commerce

* Jane Roach, Education Committee Chairperson

4. The audience for whom the project was developed and included was:

   A. Parents who have young children (birth to age 7) and who read primarily in Spanish, or who have limited reading ability.

   B. Pre-school children who otherwise would not obtain an exposure to reading before starting formal schooling.

5. The address of the Division of Adult Basic and Literacy Education Program is:

   Department of Education
   Bureau of Adult Basic and Literacy Education
   333 Market Street
   Harrisburg, Pennsylvania 17126-0333

   The address of AdvanceE is:

   AdvancE
   333 Market Street
   Harrisburg, Pennsylvania 17126-0333

6. This grant was procured under the title **"Pennsylvania Jumps Into Reading."**

BODY OF THE REPORT

A. For decades, professionals in the field of Adult Education have been using any means possible to make government officials, industry leaders, and other influential citizens aware of the serious literacy problem in Pennsylvania. A great deal of success is evidenced by the state funding of Adult Basic Education for the past eight years. Combatting this lack of awareness must remain a high priority to assure continued, as well as increasing, support for Adult Basic Education at the local, the county, and the state levels. Only through this understanding and ultimate assistance can we make strides to correct the high levels of illiteracy in Pennsylvania.

GOAL

Pennsylvania Jumps Into Reading will approach the problem of illiteracy from a new perspective. We will continue the momentum of the Jump Into Reading project in the Lehigh Valley and by utilizing the state's Chamber of Commerce network, this project will create new Adult Basic Education efforts in four Pennsylvania locations outside of the Lehigh Valley. These new efforts will enabled chamber members to help their community through: 1) providing greater awareness of local illiteracy problems, 2) becoming more directly involved in the needs of disadvantaged parents and children in their area, and 3) offering opportunities for businesses to increase the literacy level of both the current and the future work force in their geographical area.

OBJECTIVE I

To continue the momentum of the **Jump Into Reading** project in the Lehigh Valley (ref: CFDA #84.002).

STRATEGIES: Jumparoo and Readit will make 25 additional appearances in the Lehigh Valley to extend the awareness and effectiveness of the original project (ref: CFDA #84-002). These appearances occurred where large numbers of young children were accompanied by adults. Appearances were targeted to functions attended by disadvantaged and minority residents of the Lehigh Valley. Sixteen elementary schools were visited and given **Jump Into Reading** videos and brochures.

PROCEDURE: Jumparoo and Readit attended reading fairs, education workshops, A Daddy and Me child care breakfast, RIF book distribution events, and kindergarten and first grade classes throughout the Lehigh Valley. At each event a reading specialist read to the children with Jumparoo and Readit looking on. Readit asked many questions about the story being read, and interacted with the children. Time was taken by the reading specialist to answer all questions concerning the story whether asked by Readit or the children. Many times questions revolved around Readit and where he came from, so the children also learned about Australia and kangaroos.

RESULTS - POSITIVE: Every event was considered a success. Children were enthralled by the mascots. Many wanted to touch and hug Jumparoo. Children left with a positive attitude about reading and promised to continue reading

throughout the summer months. Readit's "gift for gab" was a definite plus. Not a minute went by that Readit did not point out the importance of reading in one form or another. Because of the nature of this dynamic duo, the children were spellbound, very attentive and receptive to the message that reading is fun and important in order to grow up smart and productive. All sixteen elementary schools in the Bethlehem Area School District will use the video for kindergarten registration and it will be made available in the school library for parents to view.

EVALUATION: Children who are positively exposed to reading at an early age will realize the value of reading and will continue to read throughout their lives, thus improving their work force skills. These same children will encourage their parents to become readers or better readers, thus breaking the chain of illiteracy.

OBJECTIVE II

Follow-up contacts with seventy-five companies, social agencies and organizations to further their employee literacy efforts.

STRATEGIES : Seventy-five companies, social agencies and organizations who have received a copy of the **Jump Into Reading** videotape (ref: CFDA # 84-002) will receive follow-up contacts with suggestions on how to continue their efforts to reach the targeted audience through their work place.

PROCEDURE: Volunteers will telephone recipients of the **Jump Into Reading** videotape. Recipients will be asked if the videotape was shown and made available to employees and/or the public. Recipients will be quizzed to determine the response to the video.

RESULTS - NEGATIVE: While seventy-five companies, social agencies and organizations did receive copies of the **Jump Into Reading** video, follow-up did not go according to plans. Volunteers were difficult to obtain, and the project coordinator was busy setting up appearances with the four participating chambers.

EVALUATION: All seventy-five companies, social agencies and organizations expressed a willingness to cooperate with our efforts. The Bethlehem Chamber's Education Committee has made a firm commitment to complete follow-up phone calls by the end of September. They will remind organizations to promote the video which will, in turn, improve their long-range opportunities for a literate work force.

OBJECTIVE III

To expand awareness of Pennsylvania Adult Basic and Literacy programs to all Chambers of Commerce in the state.

STRATEGIES: The Bethlehem Area Chamber of Commerce made a presentation at the fall conference of the Pennsylvania Chamber of Commerce Executives (PCCE) held in November 1993 in Hershey .. and the mid-winter conference of Pennsylvania Association for Adult Continuing Education (PAACE) in February, 1994, again in Hershey, Pennsylvania.

PROCEDURE: **"What You Can Do For Your Community"** described the **Jump Into Reading** Project and acquainted chamber executives with available state literacy funding. In speaking with the literacy experts at the PAACE Conference, we informed them that, if they were involved with a literacy organization in their vicinity, or serve on the Education Committee of a Chamber, they could pass on the message of this opportunity, which would culminate in the airing of the video on their local PBS or cable network. **Jump Into Reading** marketing kits, which explained opportunities to them through the Bethlehem Chamber's 1993-94 grant, were distributed at both presentations. The Jumparoo costume was made available to all Pennsylvania chambers after June 30, 1994.

RESULTS - POSITIVE: At least eight chambers expressed an interest in the project and took marketing books. The Project Coordinator made follow-up calls to each of the eight chambers. Letters explaining the project were sent to seventeen Pennsylvania chambers. Many responded with

OBJECTIVE IV

To encourage four Pennsylvania Chambers to become a part of this project by undertaking literacy campaigns during the current year. These campaigns will be used as demonstration projects to other chambers throughout the state to further literacy efforts.

STRATEGIES: Four Pennsylvania Chambers were recruited to become a part of this project. Priority was given to chambers in the state with public television stations and extensive cable TV capabilities, as well as high levels of illiteracy in the region.

PROCEDURE: Liaisons were appointed to direct the local portion of the four projects with assistance from our project coordinator, Barbara McShane. Liaisons worked with: 1) their local education committees to recruit volunteers to lend their time and support, 2) member businesses and corporations to obtain their support in marketing the **Jump Into Reading** Program, 3) local public and cable television stations to obtain air time for broadcasting the **Jump Into Reading** video, 4) local radio stations to arrange for publicity. The liaisons also scheduled local appearances for the Jumparoo, Readit and the project coordinator over a one week period in each of their areas. Each local chamber was responsible for providing overnight accommodations for the visiting Jumparoo and coordinator. It was estimated that the value of commitment by each of the four participating chambers averaged $1,600.00. The Bethlehem Area Chamber of Commerce provided the following

support to the four participating chambers: one week of the Jumparoo for local appearances, 25 free copies of the **Jump Into Reading** video and additional copies at cost, a master copy of the brochure for duplicating, a marketing kit (news releases, sample letters to business members, social agencies, a sample poster, suggested marketing plan), the expertise of the project coordinator for the remainder of the fiscal year and $1200 to cover participating chamber staff payroll.

RESULTS / POTTSVILLE CHAMBER OF COMMERCE:

<u>During the week of April 17, 1994</u>

- Jumparoo had a series of full-day appearances.
- Five television cable companies participated in the airing of the Jump Into Reading video. A local panel/audience discussion took place after the showing of the video. The five participating companies have an estimated viewing audience of 48 thousand people. These companies were: Service Electric, Warner Cable, Century Cable, Blue Mountain Cable and Shenandoah Heights Cable.
- Twenty-five video tapes and hundreds of brochures were distributed to area organizations.
- Media coverage was arranged to support our efforts. The newspapers involved in this coverage were: The Pottsville Republican, Evening Herald, Press Herald, Citizen's Standard and the The Reading Times.

RESULTS / JUNIATA VALLEY AREA CHAMBER OF COMMERCE:

<u>During the week of May 22, 1994</u>

- Jumparoo had a series of full-day appearances.
- All Jumparoo volunteers were from two local high schools.

Each school's Student Council took on the responsibility of securing volunteers to wear the costume for each event.

- Two Press Conferences were held.
- We visited three McDonalds restaurants, Lewistown Hospital, three libraries, 2 elementary schools, consolidated Head Start groups and took a stroll downtown.
- Two local television companies participated in the airing of the Jump Into Reading video. TCI of Pennsylvania reports a viewership of 7,000 and Nittany Media serves 4,500 viewers. In addition, the video was also aired by two public broadcasting stations: WITF-TV, located in Hershey, and State College-based WPSX-TV which serves 23 counties in Pennsylvania.
- A drawing was conducted on June 2, 1994 to award 50 gift certificates for free books to children 2 to 10 years of age. Books were donated by local businesses. Approximately 500 entrants were received.
- On June 2, 1994, responsibility for continuing the program was passed from the JVACC to Mifflin County 2000, Inc., which had been instrumental in securing the program in the beginning.
- Twenty-five **Jump Into Reading** video tapes and hundreds of brochures were distributed to area organizations.
- Media coverage was provided by: The County Observer, the Juniata Sentinel, and the Sentinel of Lewistown.

RESULTS/ BERKS COUNTY CHAMBER OF COMMERCE

During the week of May 15, 1994

- Jumparoo had a series of full-day appearances.
- Berks County Chamber wanted to concentrate Jumparoo appearances at their elementary schools. Many schools did not receive the benefit of Jumparoo because of the distance between schools and limited time available.
- One of the most important visits was to Reading High School. Here we spoke to and showed the **Jump Into Reading** video to teen mothers. These young women never took their eyes off of the television screen and were filled with questions pertaining to reading to their children.

RESULTS/ POCONO MOUNTAIN CHAMBER OF COMMERCE

During the week of June 12, 1994

- Jumparoo had a series of full- day appearances.
- These elementary schools are overcrowded with eager to read youngsters. We read to them in groups of fifty. While most of these children obviously came from poor families, all exhibited a sincere desire to read.
- Visitation had to be cut short by one day because of the heat. Classrooms were not air-conditioned and children had to be jammed into air-conditioned libraries, if one was available. The last day's visit was to take place in non air-conditioned church basements. We decided this was not a wise move due to the heat and weight of the Jumparoo costume, thus the final appearances were canceled.

EVALUATION: In the four weeks spent at participating chambers it is estimated that Jumparoo and Readit entertained approximately 1700 children and the **Jump Into Reading** video was shown to approximately 200 parents, not including the airing of the video by eight television cable companies throughout Pennsylvania. One hundred videos and accompanying brochures were distributed throughout four counties. Many businesses were made aware of their role in the fight against illiteracy and we demonstrated to our target audience the importance of reading to their pre-school children.

CONCLUSIONS

1. Pennsylvania Jumps Into Reading approached the problem of illiteracy from a new perspective. We gained our insight through the eyes of a child. Not one child is born declaring that they want to be illiterate or a member of an illiterate family. We focused our attention on children birth through seven years and their parents. A big blue kangaroo with a remote-controlled baby kangaroo in its pouch was designed as a mascot so we could attract the attention of young children (CFDA #84.002). We were not disappointed. When Jumparoo or baby Readit spoke, the children listened quietly in amazement. Their eyes sparkled with delight when they realized that baby Readit was talking directly to them. Eye to eye contact with Readit is very important. A video, "Jump Into Reading" was produced and shown to parents anytime, anywhere, anyplace that we could gather parents and keep their attention for twenty minutes.

2. While the Jump Into Reading video and the mascots, Jumparoo and Readit, were designed under our first grant (Re: CFDA-#84.002), we realized the significance of this project and proposed to take it one step further. By utilizing our contacts within the Pennsylvania Chambers of Commerce we set in motion a search for four chambers that would be interested in joining our team.

A. Our main objective was to get four chambers within Pennsylvania to join us in our fight against illiteracy by employing our methods using the **Jump Into Reading** video and the Jumparoo/Readit mascots.

B. It is suggested when seeking cooperation from other chambers that the search be started early. Many chambers, once into the new year, already have a outline of activities and events for that year. More chambers would have wanted to participate if we had approached them in the early months of the previous year.

C. Once you have made an initial contact with the chamber executives, you must follow up immediately with a confirmation letter outlining the project. A marketing book and a copy of the video should be enclosed. A second follow-up should be done two weeks later. The more you keep in contact, the sooner the commitment.

3. While we were busy seeking a partnership with four Pennsylvania chambers, we were also trying to fulfill our obligation to visit twenty-five sites within the Lehigh Valley with Jumparoo and Readit.

A. This was an easy task because we had already done the leg work for Jumparoo/Readit visits under our first grant. Local schools and organizations kept our telephones ringing with pleas for a Jumparoo visit. However, since school and organization visits took approximately two hours for each visit, that time delayed the project coordinator in actively procuring participating chambers.

4. By January 27, 1994 we had two chambers seriously interested and one considering participation in the Jump Into Reading project. Those chambers were Pottsville, Juniata/Mifflin and Greater Scranton Area. Arrangements

were made to visit these chambers to present our project to their Education Committees.

A. Before visiting the interested chamber, we suggest that the hosting chamber preview the video and read the marketing book **before** your initial visit. This will prepare all for your presentation.

B. It is suggested that you take the Jumparoo/Readit costume and equipment along to these meetings. It would be a good idea to have someone wear the costume. While the chamber representatives may have already seen the video, and Jumparoo, they will be more aware of the Jumparoo's impact on people if they see it in person. When the Jumparoo walks into the room and Readit begins to speak, only then will they realize the importance of this mascot.

5. Once a chamber has committed to participate, it is very important to have them assign a liaison to work with you. This person will be responsible for making all the local arrangements involved with the project.

A. Make sure the participating chamber realizes the duties of the liaison so there is no misunderstanding where your responsibilities leave off and theirs begin, or you will find yourself in the middle of many unpleasant situations. The liaison, and only the liaison, is familiar with that community. <u>You, the project coordinator are not.</u>

B. From experience we have found that visits to fast food restaurants and retail stores do not enable us to properly get our message across to parents or children.

C. Make sure your liaison checks out all aspects of each school visit.

1. It is not a good idea to entertain an auditorium filled with 100 children. There is too much going on and it is difficult for the Jumparoo to keep the children's attention and it is hard to find a place for the remote-control operator to do her job and not be seen.

2. If you are going to entertain within a classroom, each room must be previewed beforehand so the remote-control operator can do her job without being seen.

3. Make sure you know the layout of the school. It is disheartening to drag costume and supplies up six flights of stairs only to find out later that you could have driven you car to the back of the building and unloaded it right at a door leading to where you are performing.

4. Make sure you know what is going on in the immediate surroundings of your performance. Readit's remote-control operator will have a difficult time hearing the Jumparoo if she is standing right next to a copying machine that is being used or in a hallway during change of classes.

5. If you are entertaining in the summer season or hot weather, it is wise to be in air-conditioning and keep the story hour to twenty minutes only. Give the costume wearer at least fifteen minutes free time between sessions to get out of the costume and cool

off. Ice packs (the kind you get in the drugstore for first aid) are an excellent way to cool down the pressure points.

6. Keep your school visits limited to one school a day. Traveling back and forth to different schools during the same day has a devastating effect on everyone concerned. The costume suffers from being dragged about and the wearer suffers from constantly putting it on and off.

7. Make sure your liaison understands the monetary value of the costume. Not everyone will be as careful as you. Mishandling a costume will certainly shorten its life expectancy.

D. If you absolutely must entertain at an outdoors reading fair, etc., keep in mind the following:

1. The Jumparoo costume weighs twenty-five pounds. Don't expect the wearer to travel a great distance, especially in hot weather. We are presently trying to make Jumparoo lighter and cooler.

2. The more the tail drags, the more it will have to be repaired. Have someone walk behind and carry the tail when Jumparoo is walking.

3. A good deal of the time, parents are oblivious to their child's antics. Have someone available to watch Jumparoo, to make sure children are not jumping on its tail or poking at Readit's eyes, etc.

4. Make sure there is a place to change into the costume. It is not fun hiding behind a car or truck that is parked next to a creek trying to get into the

costume without any children seeing you. A bathroom will not do. Jumparoo is too large. The Jumparoo wearer needs a large tent or room to use to change. Anything less will hinder your success.

E. It is the liaison's duty to excite the press. Unless the press feels that **Jump Into Reading** is a worthwhile venture, they will not attend any functions where you can receive good press.

1. The communication with the press should start as soon as the participating chamber agrees to commit to the project.

2. The first order of business should be for the participating chamber to arrange for a press conference the **day** of Jumparoo's arrival. Without that, it will be difficult to stimulate public interest.

3. Make sure the press has your schedule of activities and don't be afraid to remind them of these activities.

F. A good example of a successful Jumparoo visit is a Parent/Teacher night.

1. Children at a specific school are entertained by Jumparoo and Readit with a story time. Before they go home they are given flyers announcing another visit to their school at Parent/Teacher night which could be the very next night. The children will then encourage their parents to attend because they want to see Jumparoo again.

2. Parent/Teacher night. The parents with children are welcomed. Parents and children are given a brief summary of the project. Jumparoo and Readit are introduced to both parents and children. Children are asked to follow Jumparoo and Readit into another room for 1/2 hour of story telling while the parents watch the **Jump Into Reading** video. When the parents are finished watching the video they are encouraged to ask questions about reading to their children. After 1/2 hour parents and children are re-united. refreshments are served while Jumparoo mingles.

6. **A.** It is most important to keep in mind that this project was developed to unite parents and children with reading. The parents must realize the importance of reading to their children and the children must realize the value of reading.

B. The second objective is to reach businesses. organization. etc. with the message that illiterate children and parents make illiterate employees. Businesses as well as single organizations must do their part to help stamp out illiteracy. By working hand in hand with local organizations. businesses will benefit by having a broader range of literate people available from which to hire. By having their present employees better able to read and follow directions. they will become a more productive and contributing part of today's society.

C. "Jump Into Reading" is only the beginning.

We're Looking for Their First Jobs Now!

If Lehigh Valley youngsters are going to have good jobs when they grow up, now is the time to prepare them to learn, help them do better in their studies, and create in them a desire to complete high school education.

That's why the Education Committee of the Bethlehem Area Chamber of Commerce is asking area businesses, agencies and organizations to help parents and children "Jump Into Reading" through use of our educational video by that name. With your help, we can reach those parents and grandparents, at their place of work, or wherever you come in contact with them. They, in turn, can be instrumental in developing in their children and grandchildren a love of reading, a desire to do better in school!

We've listed below several ways in which you can help promote this program through your business, your non-profit organization, or in any way you interact with parents and grandparents throughout the Lehigh Valley. If you would like to help spread the message -- that children can do better in school if parents help instill in them a love of reading -- please indicate your response and return the tear-off to the Bethlehem Chamber. (Call the Chamber if you have any questions.)

We salute B. Braun Medical, Inc. who has contributed $100 toward books, and $175 toward 5 appearances of the Jumparoo at non-profit functions. We appreciate this pace-setter in our effort to promote Goal One of Lehigh Valley 2000: that children will start school prepared to learn by the year 2000.

_____ Yes, we would like a copy of the video, 'Jump Into Reading".
Bill us for $14.95 (includes video and mailing. Tape, picked up at the Chamber: $10.)

_____ Yes, we would like_____copies of the 'Jump Into Reading' brochure, which offers ready tips/references for parents. (Brochures may be distributed with paychecks or laid out at strategic locations.)

_____ As a tie-in to the 'Jump Into Reading' promotion, we would like more information on how we can book the Chamber's 7-foot high, blue plush 'Jumparoo' and its animated baby, 'Readit", for an upcoming event involving parents/grandparents and children.
Please call us! The contact name is: _____ Phone: _____

_____ I would be willing to donate $_____ to help defray expenses involved in this program.

NAME: _____BUSINESS:_____

Jump Into Reading

A Marketing Plan

Prepared by the Bethlehem Area Chamber of Commerce with funding from the PA Department of Education

November 1993

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Introduction To The Program

This marketing plan provides a guide to Chambers of Commerce who wish to replicate the Literacy project recently completed by the Bethlehem Area Chamber of Commerce. The successful project entitled "Jump Into Reading" was designed to foster awareness among chamber members that an illiterate work force can be eliminated in the future by encouraging reading to preschoolers now. The benefit of a project such as this to a participating Chamber is the perception that your Chamber has identified a community need and is working to address that need. In turn, as that perception becomes known in your community, it may be helpful in both recruiting and retaining members.

While the long-range benefit to a Chamber may not be immediately measurable , the value to the schools and to the students will quickly become evident. The long range goal is a local work force better trained because of a better educational foundation laid early in life.

Description Of The Program

Jump Into Reading is designed to address the problem of illiteracy at the very roots of the problem. Teachers in the early grades are becoming concerned that parents are not reading to their children at home, but are depending upon the schools to develop these skills alone.. This program brings together many organizations, businesses and schools to attack mutually the problem of illiteracy where it begins - among those parents who do not read aloud to their young children. By launching a community-wide campaign and by providing follow-up activities, parents discover the many long-range benefits derived from early reading habits. The primary objective of the program is to provide parents and grandparents with "reading aloud" skills so that they will be encouraged to read to their children.

The primary audiences who will benefit from this program are parents of young children who are unaware of the benefits from early reading experiences, parents who read primarily in Spanish (Spanish versions of the tape are available) and parents who have limited reading ability and are thus feel uncomfortable with reading to their children. The latter will benefit through a higher level of awareness of community educational resources for adults with basic skill deficiencies.

The program was developed by the Bethlehem Area Chamber of Commerce, the Pennsylvania Department of Education and Public Television Station WLVT. The program was developed for use in the Lehigh Valley and was completed in June 1993. Professional estimates of the number of individuals reached through this project exceed 355,000. Due to the success of Jump Into Reading in the Lehigh Valley, the Pennsylvania Department of Education provided funding to extend the project to other locations within Pennsylvania.

The program consists of a twelve week schedule of activities, including the airing of the Jump Into Reading tape during the tenth week. The Jump Into Reading videotape discusses the value of reading to young children, describes simple techniques to make reading most effective, and recommends a list of easy-reading books for different ages.

The Jump Into Reading project includes:

On the part of the Bethlehem Chamber --

- $1200 for reimbursement of your staff liaison's time used in furthering the project
- the use of the broadcast quality Jump Into Reading videotape for airing on a public television station
- 25 free copies of the videotape for distribution in the community, with additional copies provided at cost. *Both English and Spanish versions are available.*
- a one-week visit from the Jumparoo and Readit for local appearances
- the expertise of our trained project coordinator for consultation purposes
- a master copy of the Jumparoo brochure for duplication and distribution
- a Marketing Kit, including samples of news releases, letters to businesses and social service agencies, poster, flyer promoting TV airing, and suggested marketing plan
- Consulting service: your questions answered by phone the remainder of the year

On the part of the participating Chamber --

- A commitment of your Education Committee to the project (if it is an active committee, they can be a great help in laying groundwork and carrying out tasks)
- All local publicity, advertising and scheduling of events (with suggestions provided by the Bethlehem Chamber)
- Contact with your local Public Broadcasting Station, on which the "Jump Into Reading" video could be aired
- Overnight accommodations for the project coordinator for the week

The Jumparoo consists of a large blue and white plush kangaroo costume with a small kangaroo in its pouch named Readit. Readit is remote-controlled and is able to move his head, arms, eyes, and can talk to children. *A volunteer is necessary to wear the Jumparoo costume. Participating Chambers are expected to provide those volunteers.* Training is provided by the technician (the Program Coordinator) who operates Readit at public appearances. As a participating chamber, cooperating chambers are expected to provide overnight accommodations for the visiting coordinator and to complete a report at the end of the program.

Recommended Staffing

An important component of this project is coordination within the existing local Chamber of Commerce organization. For this reason, it is recommended that the local project liaison be an existing staff member. Approximately 100 hours will need to be devoted to the project during the twelve weeks, *and will be underwritten by the PA Department of Education grant.* The amount of hours per week will vary depending upon the development of the project. The project liaison should be familiar with the community, with local educational providers, and with the business members of the Chamber. Through a high level of interaction and coordination with area resources, spin off projects may develop, resulting in a far reaching program with long-range effects extending for many years.

Initial Steps To Prepare For The Project

Educational Committee

This program requires a great deal of support from Chamber members. The first step toward success requires the support of the Chamber Education Committee. The members must be willing to endorse the project and be willing to: locate all Basic Educational providers in the area, talk with directors of social agencies and obtain their endorsement of the program. Later, they will be asked to assist in the distribution of publicity, and to encourage member businesses to make copies of the tape available to employees.

Community-Based Education Resources

Education providers at all levels will be important allies in order to achieve positive results. Early Education institutions (pre-school), school districts and private schools can assist in the distribution of publicity. Experience has determined that the most effective way to publicize Jumparoo and the reading program is through the children themselves. Schools may be willing to distribute literature informing the parents of the scheduled broadcast. School districts may also be willing to help organize contests for young students. These could be poster contests announcing the program, Jumparoo coloring contests, spelling bees, or reading contests. Adult Basic Education program coordinators will be able to identify geographical areas of high illiteracy, making it possible to schedule the Jumparoo visits to areas with the highest need. Also, it will be helpful to distribute Adult Basic Education and English As A Second Language program information to participating Chamber members. This will provide them with referral resources for employees with reading problems.

Building Liaisons

A high level of involvement with a great variety of community resources will result in a highly successful program. Seek the assistance of churches, pre-school centers, at-risk agencies, welfare offices, radio stations, civic groups, newspapers, bookstores, professional organizations, service clubs and, of course, your Chamber board members. Ask each of them how they would be willing to support your program. Some unique ideas and suggestions will materialize.

Community Media Resources

One overwhelmingly important partner is your local Public Broadcasting Television station. Their cooperation in providing air time is vital to the project. Establish the date and time for the broadcast so that the Jumparoo visit can be built around your publicity. Local newspapers, both daily and weekly, can help build the interest in the program over the twelve week schedule. Stories concerning contests associated with the program or interviews with school officials concerning the importance of reading to children can build the potential audience for the scheduled airing of the Jump Into Reading Tape.

Be sure to send news releases to the business members of the Chamber. Ask them to include them in their in-house bulletins or company newsletters. Be sure that all Chamber members are aware of the project by featuring stories concerning your program in each edition or your Chamber newsletter.

Recommended Schedule of Activities

The Jump Into Reading Program is appropriately a twelve week project. Prior to the twelve weeks, certain arrangements need to be completed:

- Appoint a Chamber staff member to serve as the liaison.
- Meet with the Education Committee and solicit their willingness to support the project.
- Visit local schools and discuss possible contests to highlight the broadcast of the videotape.
- Contact ABE (Adult Basic Education) providers in your area. Explain the program and solicit their cooperation.
- Establish the broadcast date for the Jump Into Reading tape and the panel discussion. The tape requires 20 minutes of air time. The panel discussion will add another 30 to 40 minutes of broadcast time.

The following is a suggested activity schedule to assist the local liaison in planning the Jump Into Reading program. Responsibility for any activity may be assigned to the liaison, another staff member or a volunteer.

Week one:

- If the decision has been made to combine a live audience and panel discussion with the airing of the tape, contact and confirm participation of panel members and moderator.
- Arrange a press conference to announce the project.
- Discuss cooperative activities with local newspapers.

Week two:

- Contact schools about possible contests to publicize the coming Jumparoo appearances and broadcast.
- Solicit sponsorship for a student contest. Books as prizes would be very appropriate.
- Determine appropriate sites for Jumparoo appearances. Make arrangements with agencies to publicize these appearances. Note: the greatest success in Jumparoo appearances occurs where children are involved in the visit. Company parties for employees' children work well.
- Well baby clinics with some special refreshments can attract young mothers.

Week three:

- Send updates on the project to area newspapers, businesses, social agencies, and schools. Request that they pass on this information within their own organizations to build interest and excitement.

- Determine what agencies, businesses, etc. should receive the copies of the videotapes and brochures, keeping in mind the potential audience for the project. Contact these and ask if they wish to participate. Provide these program partners with suggestions concerning the effective use of the videotape. They may wish to show it in the company cafeteria, or for mothers waiting to pick up children, in a well-baby clinic waiting room, or for overnight check-out to view at home.

Week four:

- Solicit audience for the television show. Contact partners and seek their assistance. Be sure to fill the studio, and have additional people lined up in case of no-shows.

Week five:

- Distribute promotional brochures to participating partners, business members, adult educational programs, and others. Confirm how and when they will be distributed.

Week six:

- Work with schools to conduct contests. These could be poster contests announcing the program, Jumparoo coloring contests, spelling bees, or reading contests.

Week seven:

- Duplicate the master brochure. Determine the quantity of needed brochures from partners scheduled to receive copies of the videotape.
- Confirm arrangements for the Jumparoo visits. Check that an adequate size audience is expected and that children will be present.

Week eight:

- Arrange a press conference for the Jumparoo visit. Be sure that a photographer will be present.
- Arrange for local interviews on radio stations concerning the program.

Week nine:

- Escort Jumparoo to locations. Jumparoo will be available from Monday noon to Friday afternoon for local appearances. Chamber will be expected to provide a volunteer to wear the Jumparoo costume for appearances. The project coordinator will operate the controls and prepare the volunteers for their role.

Week ten:

- Arrange a meeting for panel members and moderator. Prepare a list of questions to be asked following the Jump Into Reading video. Copies of these questions should be provided to the panelists and may be distributed to the audience for use during the panel discussion. Call-in questions may be appropriate if the panel is live.
- Ask audience and panel to complete brief evaluations of the program.
- Provide a brief reception following the broadcast for all participants.

Week eleven:

- Distribute copies of the tapes and brochures to partners.

Week twelve:

- Write a brief report of the program, include statistics concerning distribution of publicity, contests, audience participation, and distribution of videotapes and brochures. Briefly describe follow-up activities planned for the future.

Measuring Outcomes

Measurable results of the program are difficult to obtain since the program is designed to change future activities within the family structure. Recognizing that another goal of the program is awareness of the need to read to young children, a measurement of the number of adults reached through newspaper articles, radio shows, distribution of publicity and audience participation will be helpful in determining the level of benefit derived by the community.

Reporting Activities

Funding for this program has been obtained through the Pennsylvania Department of Education. A full report concerning the program is due in Harrisburg in July, 1994. Participating Chambers will be expected to submit a brief written report describing their local program to the Bethlehem Area Chamber of Commerce by June 1, 1994. This report should include certain statistics concerning; the number of Chamber members involved in the program, appearances of the Jumparoo and audience participation, distribution of brochures and videotapes, and other follow-up activities developed as a result of the project.

Continuation of Efforts

An illiterate work force does not become literate without a great deal of effort and incentive. During the Jump Into Reading program, the Education Committee should seek ways to continue the momentum begun by this program. Meet with Adult basic Skills providers, with Human Resource personnel, and with Chamber members. Encourage them to develop innovative ways that both adults and children with basic skill needs, can be matched with community programs designed to lend support. Chambers of Commerce can play a major role in achieving a literate work force by the year 2000.

NEWS RELEASE

THE CHAMBER

NEWS RELEASE

Bethlehem Area Chamber of Commerce, 459 Old York Road, Bethlehem, PA 18019 (215)867-3788

PRESS CONFERENCE

The Bethlehem Area Chamber of Commerce Education Committee is working on behalf of Lehigh Valley 2000 in addressing National Education Goal One "that children will start school prepared to learn by the year 2000."

The Education Committee of the Bethlehem Area Chamber of Commerce has taken a major step--more accurately, a big "jump" into a reading video project.

... PLEASE COME MEET JUMPAROO AND READIT...

Who will help us introduce this project through you, the press, to the Lehigh Valley.

CONTINUED

A "Jumparoo" mascot has been developed which uses a kangaroo to combine the concept of "jumping' into reading with the favored reading-aloud technique of holding a child on one's lap for the reading experience. The Jumparoo's pouch contains a pint-size kangaroo which will be able to talk with children as it makes appearances in schools, shopping centers, restaurants and other locations throughout the Lehigh Valley.

WHERE:

Bethlehem Area Chamber of Commerce
459 Old York Road
Bethlehem, PA 18018 (215) 867-3788

WHEN:

Thursday, April 29, 1993
10:00 A.M.

Please join us along with 60 elementary school children as they await the arrival of Jumparoo and Readit.... A detail press release will be available at the press conference.

CONTACT PERSON: NANCY DISCHINAT
437-5627

"JUMP INTO READING"

A project of the Education Committee
Bethlehem Area Chamber of Commerce

Description of the Project

Working on behalf of Lehigh Valley 2000, the Education Committee proposes to address National Education Goal One "that children will start school prepared to learn by the year 2000" in the following way:

In an aim to provide parents and grandparents with a better understanding of the importance of reading aloud to children, and to provide them with ways to improve their reading-aloud skills,

--an educationally-approved and professionally-produced video will be made (English language and Spanish language versions), containing motivational tips and demonstrations on reading aloud to children.

--the educational video will be reinforced by providing viewers with an accompanying brochure.

--a massive marketing campaign in April and May of 1993 using our mascot (the Jumparoo) will promote the initial airing of the produced video on WLVT-TV Channel 39 at 8 PM on June 2, 1993. A special hour-long program will feature not only the video, but a panel of reading specialist, literacy educators and elementary educators to answer questions from a live audience on the subject of family literacy and reading.

--75-100 copies of the video will then be produced and made available to parents, community groups, social agencies and businesses.

--two reading workshops will be offered to parents and grandparents.

The Jumparoo will be meeting

parents and children :

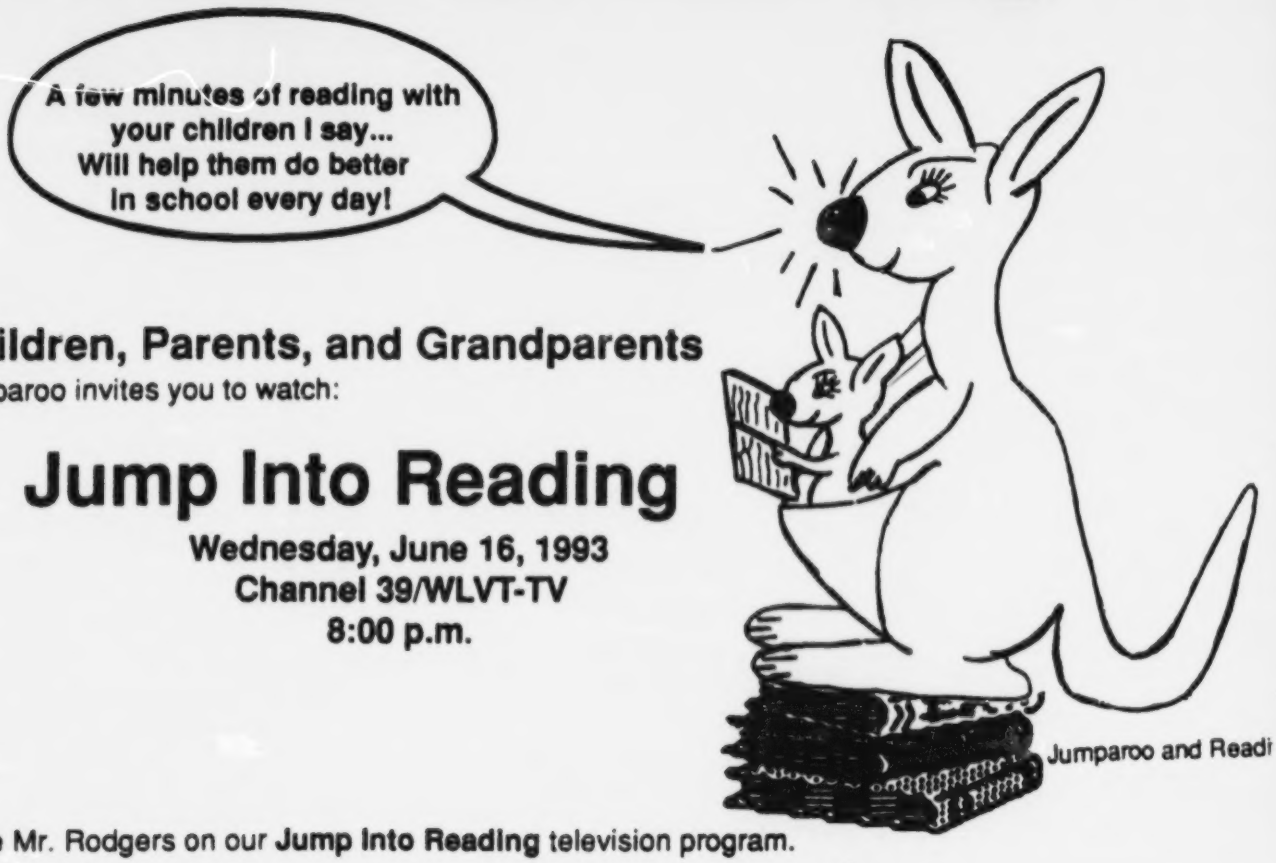
The Whitehall Mall - Sat., May 8, 12 noon - 3 pm

The Lehigh Valley Mall - Sat., May 15, 12 noon-3 pm

The Palmer Park Mall - Sat. May 22, 12 noon - 3 pm

10.

Jump Into Reading



Jumparoo and Readi

Children, Parents, and Grandparents

Jumparoo invites you to watch:

Jump Into Reading

Wednesday, June 16, 1993
Channel 39/WLVT-TV
8:00 p.m.

- See Mr. Rodgers on our **Jump Into Reading** television program.
- Meet Jumparoo and learn tips on how you can read with your children.
- Fill out the **Jumparoo Entry Form** below for book gift certificates. Winners will be announced during the **Jump Into Reading** show. Just fill out the entry form below and mail it in. Tune in to see if you are a winner.
- Entries must be postmarked by June 6, 1993. **(ages 10 and under please).**
- The **Jump Into Reading** program is in English. A Spanish version will be available, at a later date, through the Bethlehem Area Chamber of Commerce, 867-3788.

Name: _____

Address: _____

City/State/Zip Code: _____

Age(s) of Children: _____

Return to: Bethlehem Area Chamber of Commerce
459 Old York Road, Bethlehem, PA 18018
Entries must be postmarked no later than June 6, 1993

Sponsored by the Education Committee, Bethlehem Area Chamber of Commerce

11.

NEWS RELEASE

THE CHAMBER

NEWS RELEASE

Bethlehem Area Chamber of Commerce 459 Old York Road Bethlehem, PA 18018 (215) 867-3788

For: Immediate Release

Contact: Barbara McShane, Video Project Coordinator

Bethlehem Chamber "Jumps" Into Reading

In an effort to help Lehigh Valley parents and children fulfill the America 2000 goal: "that children will start school prepared to learn by the year 2000", the Education Committee of the Bethlehem Area Chamber of Commerce has taken a major step--more accurately, a big "jump", into a reading video project.

The 20-minute video, "Jump Into Reading", will be introduced to a live audience and Lehigh Valley viewers during a one-hour program, Wednesday, June 16 on Channel 39, WLVT-TV at 8:00 pm, and repeated on Tuesday, June 22, at 12 noon. The remainder of the hour will consist of a panel discussion which will involve the live audience, call-ins from viewers, and a panel of reading specialists and elementary educators.

A "Jumparoo" mascot has been developed which uses a kangaroo to combine the concept of "jumping" into reading with the favored reading-aloud technique of holding a child on one's lap for the reading experience. The Jumparoo's pouch contains a pint-size kangaroo which will be able to talk with children as it makes appearances in schools, shopping centers, restaurants and other locations throughout the Lehigh Valley.

ACCREDITED

Peabody award-winning Mr. Fred Rogers will make an appearance at the beginning of the program, impressing on parents and grandparents the importance of reading aloud to their

children. The program will be broadcast in English, but will use local parents and children from multi-national backgrounds. An additional Spanish version of the 20-minute video will be prepared, with 100 copies of both versions available for use in homes, schools, businesses and professional offices throughout the Lehigh Valley.

The Chamber's Education Committee is working on behalf of Lehigh Valley 2000 in addressing National Education Goal One "that children will start school prepared to learn by the year 2000." According to Don Foellner, chairman of the committee and Director of Bethlehem Area Vocational-Technical School, committee deliberation resulted in the feeling that nothing was more important than instilling in children a love of reading. Educators on the committee acknowledged that not only do many parents not read to their children on a regular basis, but many do not realize the most effective way to go about it. Thus, the concept of the video was born, and a commitment from WLVT-TV Public Television to produce the program.

The project is being made possible by a grant from the Pennsylvania Department of Education. Additional funding was provided by the Bethlehem Area School District, which underwrote the services of BASD elementary reading specialists who helped to develop the script, and by the Bethlehem Rotary Club and Morning Star Rotary. Members of the Fashion class of Bethlehem Vo-Tech constructed the Jumparoo's costume.

"Jump Into Reading" — The Rest Is Up To You

"Jump Into Reading" aired on Channel 39, WLVT-TV June 16th and met with instant approval from a number of sources. The 20minute video and 35-minute panel discussion will be condensed into a half-hour video tape to be distributed widely throughout the Lehigh Valley and beyond on behalf of Lehigh Valley 2000. Inquiries have already been received from as far away as Stroudsburg and from Delaware County as a result of the program aired on our public television station.

The Chamber's Education Committee will devote the next year to marketing this very professional video, its accompanying brochure, the Jumparoo and other promotional aspects. We urge you to help us reach parents and grandparents through your employees, your patients, your clients!

We invite businesses, non-profit organizations, medical offices, hospitals, and schools, to call Jean Hall at the Chamber for more information on how you can acquire a copy of "Jump Into Reading" in both English and Spanish translations. Its message promotes Goal Number One of America 2000, "that children will start school prepared to learn by the year 2000."

Every person who sees this video, and who helps to instill a love of reading in the children they come in contact with, will help those children do better in school, and ultimately, become more productive members of our future workforce.

Education Issues

Status Report: America 2000

You hear and read about Lehigh Valley 2000 on a regular basis -- the local representative of America 2000. Since the national education goals of America 2000 were set forth under President Bush, you may have wondered where this project stands.

A non-partisan endeavor, the goals will remain the same under the Clinton Administration. The new administration has unveiled "Goals 2000: Educate America Act," which aims to: (1) codify the national education goals, (2) promote the design and implementation of world-class standards in major subject areas, (3) create voluntary skill standards for the non-college bound, (4) devise "opportunity to learn" standards ensuring a quality education for all students, and (5) promote state and local systemic reform.

Parental choice -- letting parents have increased options in deciding where their children are to be educated -- has received little note in the Clinton proposal.

According to the U. S. Chamber, several business, education, and labor organizations have formed a coalition to urge quick passage of Goals 2000.

Pennsylvania Lags/Leads

The Pennsylvania Leadership Council has issued a 1993 report card on Pennsylvania Public Education. For those who advocate more spending on education as a means of improving the results, it has some sobering statistics. It says, for instance, that Pennsylvania ranks sixth in the nation in average public elementary and secondary schools spending per pupil, and sixth in average teacher salaries, both 1992-93 statistics. Despite that level of spending, Pennsylvania ranked 45th in SAT scores, 28th in the percentage of 25-year-olds who have completed four years of high school, and sixth in the percentage of adults over twenty years of age who classify as illiterate.

Another rather dismal statistic is the average daily attendance of students, as a percentage of enrolled students. Pennsylvania ranked 31st, with an average of 92.2% of the students in attendance on an average day.

Teachers in Pennsylvania received, on average, a 7.4% increase in salary in 1992-93, the fourth highest percentage increase in the nation. In the 1991-92 school year, Pennsylvania ranked first in the nation in the total number of teacher strikes.

Roads to Success

Roads to Success describes the many educational enrichment opportunities available to children in the Lehigh Valley. The need for such a publication, written in both English and Spanish, was identified by the At-Risk Task Fore of Lehigh Valley 2000.

The Tri-Chamber Hispanic Business Council has compiled and organized the information, and, with the cooperation of many individuals and organizations, completed their task in the spring.

Many individuals are responsible for the compilation of this material and for the Spanish translation. Thanks, also, to PP&L for donating printing services.

If you would like a copy of Roads to Success, call Laura Long at the Bethlehem Chamber and she will see that you get a copy.

Know Your Directors

Mary Beth Baran became a member of the Chamber board at the June meeting. She is owner of the Mary Beth Baran Gallery, which specializes in custom picture framing. Mary Beth has worked in the art-related field since attending the Ivy School of Professional Art in Pittsburgh.

She is a member of the Board of Directors of the Downtown Merchants Association, a member of the Junior League of the Lehigh Valley, and an active volunteer of the Chevrolet Celtic Classic for the past two years.

Mary Beth and her husband, Michael, have a four-year-old daughter.

BEST COPY AVAILABLE

The Bethlehem Area
Chamber News
June 1993

Chamber Jumps Into Reading with Educational Video: June 16, WLVT-TV/Channel 39

Mascot Charms All Ages

A big blue kangaroo has been making appearances around the Lehigh Valley in the month past, and will be making still more in the months ahead, promoting the Bethlehem Chamber's major step -- or more accurately, a big "jump" into its reading video project. The "Jumparoo", and its pint-sized pouch inhabitant, "Readit", is the mascot developed to combine the concept of "jumping into reading" with the favored reading aloud technique of holding a child on one's lap for the reading experience.

The mascot costume, which will be worn by a number of volunteers, has a professionally-made head, and a body created by the Fashion Department of Bethlehem Vo-Tech. In its early appearances, it has already enchanted many hundreds of kids and grownups in schools, shopping centers, restaurants and businesses, including the Chamber's Annual Dinner May 3.

For the past year, the Education Committee of the Chamber has been working on behalf of Lehigh Valley 2000 to address National Education Goal One "that children will start school prepared to learn by the year 2000." Committee deliberation resulted in the feeling that nothing was more important than instilling in children a love of reading. Educators on the committee, which is chaired by Bethlehem Vo-Tech Director Don Foellner, acknowledge that, not only do many parents not read to their children on a regular basis, but many do not realize the most effective way to go about it. Thus, the concept of the video was born more than a year ago, and will be brought this month.

Our big blue kangaroo, "Jumparoo", poses here with some of the children appearing in the "Jump Into Reading" video. The baby kangaroo, Readit, can be made to move and talk by a remote control unit, operated at distance from the Jumparoo. Look for the Jumparoo mesmerizing young and old alike during area appearances.

Video Tapes Available

When the video production has been aired, copies will be made available for use by businesses, non-profit organizations, medical offices, hospitals, schools -- in an effort to reach as many parents and grandparents as possible with its important message. If you are interested in using a copy of the video, please call the Chamber at 867-3788.

While many members of the Education Committee have worked hard to make this production a success, special credit goes to Barbara McShane, coordinator of the project through a Pennsylvania Department of Education grant, and WLVT-TV's Roger Miles, producer, shooter and editor of the video production. Indeed, Roger has already been pressed into several appearances as the Jumparoo!

Look for Jumparoo and Readit:

6/4,5,6 - Children's Festival, Bethlehem Rose Garden

6/10 - SPARKS pre-school picnic

...and at neighborhood McDonalds

Video Airs June 16

"Jump Into Reading" will air Wednesday, June 16, on Channel 39, WLVT-TV at 8 pm, and will be repeated on Tuesday, June 22 at 12 noon. In addition to the 20-minute video, which features local parents and children from multi-national backgrounds, a panel of reading specialists and parents will answer questions from the live audience and from call-in viewers. Peabody award- winning Mr. Fred Rogers will make an appearance at the beginning of the program, impressing on parents and grandparents the importance of reading aloud to their children.

BEST COPY AVAILABLE

COPY

March 7, 1993

Mr. Rob Hayes
THE EXPRESS TIMES
30 North 4th Street
Easton, Pa.

Dear Rob:

First off, I must apologize for taking so long to send you information on our public service video, "Jump Into Reading." At this point all I can say is, "I have too many coals in the fire and the temperature is extremely hot."

As I mentioned during our telephone conversation, the Bethlehem Area Chamber of Commerce is producing a video to stress the importance of parents reading to their children. This video was inspired by Lehigh Valley 2000 and is made possible by a grant from the Pennsylvania Department of Education. This worthy cause deserves all the press it can get and I am extremely grateful you have agreed to put a picture of the "Jumparoo" on the cover of your TV Channel Choice the week of May 30, 1993.

The importance of parents and grandparents reading to their children and grandchildren cannot be stressed enough. Far too often, children enter school without the slightest idea of how to listen, how to imagine and how to truly enjoy being read to or even reading by themselves.

We as parents and grandparents are truly doing a disservice to our beloved children, if we do not read to them enough or properly.

Our video, "Jump Into Reading," is filled with tips on how and when to read to your children. Our audience will discover they can read to their children just about anywhere and anytime.

Our mascot for the project is a Kangaroo (JUMPAROO) with a baby kangaroo in its pouch. The baby Jumparoo is a hand puppet which will be used to communicate directly with small children. The mascot's costume body is being made by Bethlehem Vo-tech Fashion Design students under the guidance of Miss Sharon Fink. The costume head is being made by Barbara Olander, a local costume maker.

As soon as the costume is made we will begin a massive marketing campaign in the Lehigh Valley. We will visit businesses and schools to hand out flyers. The flyers will contain information about the program airing on Channel 39 and will have a entry form for a children's contest. Burron Medical has donated $100 for ten, $10 gift certificates for books. The winners will be named the night of the airing on Channel 39.

We will begin filming scenes for this video starting March 8, 1993. Scenes are being taped at local businesses, the Lehigh Valley Flower Show, Harrisburg and volunteer's homes. It would be great to have an Express Times photographer available to document the filming on various days. This story is deserving of a feature article noting how the people of the Lehigh Valley pull together to bring a worthy cause from blossoms to fruit.

Many volunteers are participating in this project, from acting in the video to manning the "JUMPAROO" costume during our promotions. Some of Lehigh Valley's finest are auditioning to host the hour long program, Marcia Theodoredis, Judy Rance-Roney, Charlotte Walker, etc.. Mr. Rogers is also donating time to the video. The Bethlehem Chamber of Commerce is going to hold a press conference sometime in May. Adams Outdoor is considering doing a billboard under its "Headliner" program.

As you can see, we have been busy but, still have more to accomplish before the program is aired June 2nd. Please, do not hesitate to contact me at my home number for any information you might need.

Best Regards,

Barbara A. McShane

Enclosure:

P.S. I wish to note: I have asked The Morning Call to cover the filming, but have not heard from them as of this date.

'Jump into Reading' gives books a boost

By LINDA SPADONI
The Express-Times

TUNING IN

I can teach them to fly, take them to enchanted places or create a wonderland of fantasies. But far too many children don't learn early enough that reading is the key to unlimited horizons.

That's why the Bethlehem Area Chamber of Commerce is joining forces with the Pennsylvania Department of Education to produce a 20-minute video and air an hour-long *Jump into Reading* program that encourages parents to read to their children.

The video will be introduced to a live audience and Lehigh Valley viewers at 8 p.m. Wednesday on WLVT-TV, Channel 39. It will be repeated at noon Tuesday, June 22.

The program, which will be introduced by Peabody Award-winning children's television personality Fred Rogers, will feature the video in addition to a panel of reading specialists, literacy educators and elementary teachers to answer questions from the audience.

"The program is really designed to help us fulfill the goal of 'America 2000,' which is to have children starting school ready to learn by the end of the century," says Barbara McShane, the chamber of commerce's coordinator for the 18-month video project.

"We feel that the importance of parents and grandparents reading to their children and grandchildren cannot be stressed enough," she adds. "Far too often, children enter school without the slightest idea of how to listen, how to imagine and how to truly enjoy being read to or even reading by themselves."

To make the program appealing and educational, the chamber created a mascot named Jumparoo, a life-size kangaroo with a baby in her pouch that will "come to life" and communicate with the children.

The mascot's costume was designed and sewed by the fashion design students at Bethlehem Area Vocational Technical School. The costume head was created by Barbara Olander, a local costume maker.

"The reason we selected a kangaroo as our mascot is because it combines the concept of jumping into reading with the favored read-aloud technique of sitting on a parent's lap," McShane says. "Plus it's a fun, lovable character that we can take out in the community to talk to children firsthand."

The seeds of this project were sown, McShane says, when an education committee formed by the Bethlehem Area Chamber of Commerce convened to address the National Education Association's goal of literacy by the year 2000.

"Our deliberation resulted in the feeling that nothing was more important than instilling in children a love of reading," says committee chairman Don Koelbel, the

Please see READING/C-5

The Jumparoo is encouraging kids to leap into reading.

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Morning Call 4/30/92

Jumparoo urges city kids to read

Chamber's blue mascot hopes youngsters leap into learning

By JOHN P. MARTIN
Of The Morning Call

No, it was not your glasses. And no one spiked your coffee.

Yes, that was a 6-foot blue kangaroo near the Monocacy Creek in Bethlehem yesterday morning.

And Bethlehem Chamber of Commerce officials say you'll see a lot more of it in the coming months. They hope the kangaroo, named Jumparoo, will encourage kids to read and persuade parents to read to their children. In her pouch, Jumparoo carries her own child, Readit.

Marsupial madness? Just what the chamber ordered.

"We wanted something that could really be energetic and that could capture the kids' attention," said the chamber's Nancy Dischinat, before 70 local schoolchildren swarmed around the kangaroo, touching its eyes and playing with its tail. "We want them to jump into reading."

The children came from Freemansburg Elementary School and the day care programs of Hanover Elementary School and the Private Industry Council. They belted out Jumparoo's theme song and their ABC's.

Among them was Adam Layfield, a Freemansburg third grader who sat cross legged in the last row. Sure, he said, he likes to read.

Favorites? That's a tougher question.

"Pinocchio," Layfield said. "And Disney books."

The Jumparoo program is the product of a yearlong initiative by the chamber's Education Committee. Through Jumparoo, the committee hopes to meet the first national education goal instituted by George Bush: that, by the year 2000, children will start school prepared to learn.

"The most important thing to prepare students is to instill in them the love of reading," said Vangie Sweitzer, associate director for the chamber.

Jumparoo will visit area schools and malls next month. On June 16, WLVT-TV Channel 39 will air an hour-long show introducing Jumparoo and encouraging children and parents to read. Fred Rogers, host of Mr. Rogers Neighborhood, will appear in the show. The chamber will then release to schools and area businesses 100 videos, including some in Spanish, featuring the mascot and its message.

Students from Bethlehem Area Vocational-Technical School designed Jumparoo's costume, worn yesterday by Channel 39's Don Miles. Readit, which sits in Jumparoo's pouch, is actually radio-controlled. From 30 yards away, Barbara McShane, the project coordinator, provided Readit's voice and movements.

The project was funded through a $30,000 grant from the state Department of Education; in turn, the state owns the rights to Jumparoo, Sweitzer said.

Don Foellner, director of the and head of the education committee, said the chamber has laid the groundwork, but the community must support the initiative.

"We're hoping that parents and businesses and industries will be coming out," he said.

FRAN KITTEK / The Morning Call

Jumparoo, learning mascot, plays with Hanover elementary pupils.

COPY

March 16, 1993

Barbara Caliendo
1079 Newgate Drive
Allentown, Pa. 18103

Dear Barbara:

Susan Schuehler was right, something exciting is happening in the Lehigh Valley and Dick Strain, Executive Director of the Bethlehem Area Chamber of Commerce and Sub-Committee Chairman for Lehigh Valley 2000 is responsible for starting this worthwhile project.

Enclosed is a press release and separate description of our project, "Jump Into Reading." I believe this, along with my added information is all you will need to produce an excellent article for your newsletter.

The importance of parents reading to their children cannot be stressed enough. Far too often, children enter school without the slightest idea of how to listen, how to imagine and how to truly enjoy being read to or even reading by themselves.

We as parents are truly doing a disservice to our beloved children, if we do not take the time to read to them.

Our video, "Jump Into Reading." is filled with tips on how and when to read to your children. Our audience will discover they can read to their children just about anywhere and anytime. They will also discover the library is an excellent place to start their reading adventures with their children. Our video will explore the different kinds of books available and the order in which these books should be read, according to our children's age. Our panel/audience discussion along with the video will help to dispel any questions parents might have about reading to their children. I'll bet, if a survey were taken, we would be amazed at how many parents read to their children because their parents read to them or because it is just an enjoyable experience. Not because they realize how important pre-school reading is in order for their children to succeed in school and in life.

Under the expert guidance of Roger Miles, Executive Producer/Director at WLVT-TV, Channel 39 we will achieve our goal of reading to succeed without lecturing to the parents.

The Express Times will be doing a story and will feature our mascot, the JUMPAROO, on the cover of TV Channel Choices May 30, 1993. I have written Sylvia Lawler of The Morning Call, but have not heard from her as of this date. If you know of anyone who has a direct link to Sylvia, I would be extremely grateful if they could give her a shove in the right direction. After all, this project is a direct result of Lehigh Valley 2000. You would think she would be off and running with the information I've sent her. Please note, we are also seeking volunteers to man the JUMPAROO costume when it goes out on promotions. Anyone willing to help out can contact me at my home telephone number.

I have been on board as the Project Coordinator since the middle of January. We are already consumed with writing the script and filming the video. Some marketing has been started, as mentioned above, and our mascot's costume is in the process of being made. Guidance from above, the help of our loyal volunteers and alot of hard work will bring this worthy cause from blossoms to fruit with the airing of a one hour program on June 2, 1993.

Please do not hesitate to contact me, if I can be of any further help to you. Would you send me a copy of the newsletter? If you send it to my home address: P.O. Box 566, Fogelsville, Pa. 18051, I will get it promptly.

Thank you in advance for the coverage. Every little bit will help the Bethlehem Chamber of Commerce achieve its goal.

Best Regards,

Barbara A. McShane
Project Coordinator,
Jump Into Reading

Enclosures:

COPY

March 16, 1993

Mayfair Organization
2020 Hamilton Street
Allentown, Pa. 18104

Attention: Cindy Ornstein

Dear Ms. Ornstein:

Something exciting is happening in the Lehigh Valley. Dick Strain, Executive Director of the Bethlehem Area Chamber of Commerce and Sub-Committee Chairman for Lehigh Valley 2000 is responsible for starting a worthwhile project.

Enclosed is a press release and separate description of the Bethlehem Chamber's project, "Jump Into Reading."

The importance of parents reading to their children cannot be stressed enough. Far too often, children enter school without the slightest idea of how to listen, how to imagine and how to truly enjoy being read to or even reading by themselves. We as parents are truly doing a disservice to our beloved children, if we do not take the time to read to them.

Our video, "Jump Into Reading." is filled with tips on how and when to read to your children. Our audience will discover they can read to their children just about anywhere and anytime. They will also discover the library is an excellent place to start their reading adventures with their children. Our video will explore the different kinds of books available and the order in which these books should be read, according to our children's age. Our panel/audience discussion along with the video will help to dispel any questions parents might have about reading to their children. I'll bet, if a survey were taken, we would be amazed at how many parents read to their children because their parents read to them or because it is just an enjoyable experience. Not because they realize how important pre-school reading is in order for their children to succeed in school and in life.

Our mascot for this project is a kangaroo (JUMPAROO) with a baby kangaroo in its pouch. The baby Jumparoo is a hand puppet which will be used to communicate directly with small children. During and after the promotions the Jumparoo will be available to read to children. This brings me to the subject of Mayfair.

22.

I'm sure you realize the importance of promoting reading to children. We would like to have our Jumparoo available to read to children at Mayfair during pre-scheduled times. Not only will this gesture promote our project, it will promote the importance of reading to children. We would also have flyers to give out promoting the airing of "Jump Into Reading" on Channel 39. Besides having promotional information on the flyer, it will have a contest form to fill out and send in. The winners will be given a $10.00 gift certificate for books at a local bookstore. Winners will be announced during the program on June 2nd. We have many volunteers participating in this project. You can be assured whomever mans the Jumparoo costume will be well versed by our Education Committee on how to read to children.

Ms. Ornstein, you would make us very happy by allowing our Jumparoo to read to children during Mayfair '93. I also feel by promoting the Jumparoo as part of Mayfair you will be attracting more families to come and enjoy themselves.

Please think this over and contact me at my home number as soon as possible, so we can make arrangements for our Jumparoo.

Yours truly,

Barbara A. McShane
Project Coordinator,
Jump Into Reading

Enclosures:

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GOOD MORNING, MAY I SPEAK TO _____

GOOD MORNING, MY NAME IS _____. I'M WORKING FOR THE BETHLEHEM CHAMBER OF COMMERCE. WE ARE IN THE PROCESS OF PRODUCING A PUBLIC SERVICE VIDEO ON THE IMPORTANCE OF PARENTS READING TO THEIR CHILDREN. THIS VIDEO WILL BE A PART OF A 1 HOUR PROGRAM THAT IS TO BE AIRED ON CHANNEL 39 THIS JUNE. THE PROGRAM IS CALLED "JUMP INTO READING."

BEGINNING THE END OF APRIL OUR MASCOT, THE JUMPAROO, WILL BE VISITING AREA BUSINESS CAFETERIAS TO HAND OUT FLYERS PROMOTING THE AIRING OF THIS PROGRAM. DOES YOUR BUSINESS HAVE AN EMPLOYEE CAFETERIA?? **(IF YES)** WE WOULD LIKE PERMISSION TO VISIT YOUR CAFETERIA ONE DAY DURING YOUR SCHEDULED LUNCH TIMES. WE WON'T CAUSE ANY DISTURBANCE, WE WILL JUST STAND BY THE SIDE AND HAND OUT FLYERS TO ANYONE WHO WILL TAKE ONE.

QUESTION:
WHEN DO YOU WANT TO DO THIS?

ANSWER:
WE DON'T HAVE ANY SPECIFIC DATES AVAILABLE YET. BUT, IT WILL BE SOMETIME IN LATE APRIL OR THE WHOLE MONTH OF MAY. I'M JUST CALLING TO SEE IF YOUR COMPANY IS AGREEABLE TO HELPING US OUT ON THIS PROMOTION. AS SOON AS THE SCHEDULE IS FIRM, I WILL BE CALLING YOU BACK TO ARRANGE FOR A FIRM DATE AND TIME.

OBJECTION:
WE DON'T ALLOW ANYONE TO COME INTO OUR CAFETERIA TO DO THIS SORT OF THING.

REPLY:
IT WOULD BE A SHAME FOR YOUR EMPLOYEES NOT TO BE AWARE OF THIS INFORMATIVE PROGRAM. IF WE SENT OR DELIVERED THE FLYERS TO YOU, WOULD YOU OBJECT TO PUTTING THEM IN YOUR CAFETERIA FOR PEOPLE TO PICK UP?

** IF THERE IS NO OBJECTION TO THIS METHOD GET NUMBER OF EMPLOYEES, CONTACT NAME & CORRECT ADDRESS. TELL THEM AS SOON AS THE FLYERS ARE READY TO GO, YOU WILL SEE THAT THEY WILL GET THEM. THANK YOU VERY MUCH FOR YOUR CO-OPERATION!!!

OBJECTION:
WE DON'T HAVE AN EMPLOYEE CAFETERIA.

REPLY:
I SEE, WELL, HOW MANY EMPLOYEES DO YOU HAVE?
(NOTE NUMBER)
IT WOULD BE A SHAME FOR YOUR EMPLOYEES TO MISS OUT ON THIS INFORMATIVE PROGRAM. IF WE SENT YOU SOME FLYERS, WOULD YOU BE WILLING TO PASS THEM OUT.

IF THE ANSWER IS OK, CONFIRM CONTACT NAME AND CORRECT ADDRESS THANK THEM AND HANG UP

24.

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Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-953

Ms. Charlotte Walker,
Manager, Community Relations/Corporate Philanthropy
Air Products, Inc.
7201 Hamilton Blvd.
Allentown, Pa. 18195

COPY

Dear Ms. Walker:

On behalf of the Education Committee of the Bethlehem Area Chamber of Commerce, I wish to invite you to participate in the taping of **JUMP INTO READING**. This is an hour long documentary-audience participation show.

As a participant, you will be a member of our on-stage audience. Some members of the audience will be given written questions to ask the panelist.

PRE-TAPING INFORMATION

DATE:	Monday, June 14, 1993
TIME:	3:45 P.M.
PLACE:	WLVT-TV, Channel 39 Mountain Drive Bethlehem, Pa.
R.S.V.P.:	Barbara McShane 215-682-6275

PLEASE R.S.V.P. WITH NUMBER OF SEATS REQUESTED
NO LATER THAN JUNE 4, 1993

There are a limited number of seats available. If I am not contacted for a reservation, I will be unable to accommodate you the day of the taping. **Do not** bring children for we can not entertain them during the taping.

I am looking forward to your favorable response.

Best Regards,

Barbara A. McShane,
Project Coordinator
"JUMP INTO READING"

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27.

The Lehigh Valley
Where the best get together

Bethlehem
area chamber of commerce
459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-953

COPY

May 31, 1993

Ms. Charlotte Walker, Manager
Community Relations/Corporate Philanthropy
Air Products, Inc.
7201 Hamilton Blvd.
Allentown, Pa. 18195

Dear Ms. Walker:

Thank you for consenting to host our program, "Jump Into Reading." Enclosed is a packet of information which will prepare you for this task. You will find:

1. Jump Into Reading video. Please return this dub to me the day of the pre-taping.

2. Jump Into Reading script

3. List of questions which will be directed to the panel by the audience.

4. List of panel members

5. Map/directions to WLVT-TV

6. Invitation to be in the audience. You may give this to the individual of your choice.

7. Press release, news article, flyer

8. Model release. Please sign and bring with you

Your attire should be business attire. Please refrain from wearing black or white.

Roger Miles is presently writing your script and will hand deliver it to you for corrections by the end of this week.

I am looking forward to meeting and working with you. Would you please arrange your schedule so you arrive at WLVT-TV by 3:30 PM on June 14, 1993.

Best regards,

Barbara A. McShane, Producer
"JUMP INTO READING"

28.

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The Lehigh Valley
Where the best get together

COPY

June 29, 1993

Charlotte Walker, Manager
Community Relations/Corporate Philanthropy
Air Products and Chemicals, Inc.
7201 Hamilton Boulevard
Allentown, Pa. 18195

Dear Charlotte:

On behalf of the Bethlehem Area Chamber of Commerce and myself I wish to thank you for hosting "Jump Into Reading."

All persons concerned considered the project to be a big success. We just received notification from Dr. Christopher, Director of Adult and Basic Education in Harrisburg that he was especially please with "Jump Into Reading." He suggested we consider submitting a new grant to take it state wide. The Bethlehem Chamber has already decided to devote another year to promote the value of reading to children. However, at this time they believe they should capture the attention of the Lehigh Valley before they go state wide. I feel it is only fair to warn you, they might be approaching Air Products and Chemicals, Inc. for some financial support. If they do, I hope they will get a favorable reply.

Once again, thank you for volunteering your time to help make "Jump Into Reading" a success.

Best Regards,

Barbara A. McShane,
Project Coordinator
JUMP INTO READING

Enclosure
per Charlotte a Copy of 1-hour program

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Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-

MODEL RELEASE

DATE: _____

PROGRAM TITLE: JUMP INTO READING
SPONSORED BY: THE BETHLEHEM AREA CHAMBER OF COMMERCE
VIDEO TAPED BY: WLVT-TV, CHANNEL 39/BETHLEHEM, PA.

IN CONSIDERATION OF MY APPEARING ON THE PROGRAM WHICH YOU ARE PREPARING, I HEREBY AUTHORIZE YOU TO USE AND TO RECORD, ON FILM, TAPE, OR OTHERWISE, MY NAME, LIKENESS AND PERFORMANCE ON SUCH PROGRAMS AND TO AUTHORIZE IN PERPETUITY ANY STATION OF THE PENNSYLVANIA PUBLIC TELEVISION NETWORK TO USE SUCH RECORDINGS OR FILM FOR EDUCATIONAL AND/OR PUBLIC SERVICE TELEVISION BROADCASTING.

YOU MAY ALSO USE MY NAME AND LIKENESS FOR PUBLICIZING AND PROMOTING SUCH BROADCASTS.

_____
(Signature) **(NAME OF PERFORMER)**

_____
(Print Name)

_____
(Parent/Guardian if Minor)

_____
(Street Address)

_____
(City, State, Zip)

_____
Telephone

_____
PROJECT COORDINATOR

30.

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The Lehigh Valley
Where the be
get together

The Bethlehem Area Chamber of Commerce Education Committee is working on behalf of Lehigh Valley 2000 in addressing National Education Goal Number One - ***"that children will start school prepared to learn by the year 2000."***

For more information on additional brochures or our **Jump Into Reading** video, call (215) 867-3788 or write:

Bethlehem Area
Chamber of Commerce
459 Old York Road
Bethlehem, PA 18018

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"The activity which is the subject of this report was supported in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education or the PA Department of Education, and no official endorsement by these agencies should be inferred."

This brochure was paid for with a grant from the PA Department of Education.

Bethlehem Area Chamber of Commerce
Education Committee
459 Old York Road
Bethlehem, PA 18018
(215) 867-3788

Jump Into Reading

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Information for parents and grandparents on recommended reading books and tips you can use in reading to children.

Recommended Reading Books for Young Children

These books have rhythm and repetition, making reading fun.

The Truck Book, *Lawrence Difiori*
I Make Music, *Eloise Greenfield*
Construction Critter, *Mercer Mayer*
More First Words, *Margaret Miller*
Peekaboo, *Mitsumasa Anno*
Just Like Daddy, *Frank Asch*
Ten, Nine, Eight, *Molly Bang*
The Three Bears, *Byron Barton*
Goodnight Moon, *Margaret Wise Brown*
Very Hungry Caterpiller, *Eric Carle*
Freight Train, *Donald Crews*
Henny Penny, *Paul Galdone*
Rock-A-Bye Farm, *Diane Johnston Hamm*
Look Again!, *Tanna Hoban*
I Touch, *Rachel Isadora*
Where Can It Be?, *Ann Jonas*
Peter's Chair, *Ezra Jack Keats*
Chicka Boom, *Bruce McMillan*
Sam Who Never Forgets, *Bill Martin, Jr.*
Caps For Sale, *Esphyr Slobodkina*
How Do I Put It On?, *Shigeo Watanabe*
First Tomato, *Rosemary Wells*

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- Ask your librarian about additional book selections.
- Join book or magazine clubs.

Hello!

My name is **Jumparoo** and inside my pouch is **Readit**. We came alive to tell parents and children about the importance of reading.

Jumparoo and Readit

Reading is the foundation of a good education. Sharing a book with your child creates a love of learning, brings words and pictures to life, and stirs imagination. It is never too early to start!

Even though **Readit** and I have read thousands of books to thousands of children, I still get the ***"Jumparoo bumps"*** when a child begins to love reading. Personally, I'm not sure who gets more excited, the child, Readit, or me, because the love of reading will help them all through life.

I hope you get excited about the special gift you can give to a child ... the gift of reading.

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Reading Tips

- It is never too early to read aloud to children.
- Choose a comfortable spot for reading.
- Wordless books with a lot of action help to make reading a shared adventure.
- Talk with your child about the pictures and story.
- Encourage your child to choose a book for reading aloud.
- Reading is an any time, everywhere activity.
- Stories allow you to discuss fears, concerns, and emotions.
- Books can be read over and over and over.
- Learning to listen takes time. Don't get discouraged. Start with just a few minutes of reading.
- It is okay for your child to read at his/her own pace, skip around, or become impatient.
- Show that you enjoy reading with your child. Keep it a happy time to be together.

66

We're Looking for Their First Jobs Now!

If Lehigh Valley youngsters are going to have good jobs when they grow up, now is the time to prepare them to learn, help them do better in their studies, and create in them a desire to complete high school education.

That's why the Education Committee of the Bethlehem Area Chamber of Commerce is asking area businesses, agencies and organizations to help parents and children "Jump Into Reading" through use of our educational video by that name. With your help, we can reach those parents and grandparents, at their place of work, or wherever you come in contact with them. They, in turn, can be instrumental in developing in their children and grandchildren a love of reading, a desire to do better in school!

We've listed below several ways in which you can help promote this program through your business, your non-profit organization, or in any way you interact with parents and grandparents throughout the Lehigh Valley. If you would like to help spread the message -- that children can do better in school if parents help instill in them a love of reading -- please indicate your response and return the tear-off to the Bethlehem Chamber. (Call the Chamber if you have any questions.)

We salute B. Braun Medical, Inc. who has contributed $100 toward books, and $175 toward 5 appearances of the Jumparoo at non-profit functions. We appreciate this pace-setter in our effort to promote Goal One of Lehigh Valley 2000: that children will start school prepared to learn by the year 2000.

_____ Yes, we would like a copy of the video, "Jump Into Reading".
Bill us for $14.95 (includes video and mailing. Tape, picked up at the Chamber: $10.)

_____ Yes, we would like _____ copies of the "Jump Into Reading" brochure, which offers ready tips/references for parents. (Brochures may be distributed with paychecks or laid out at strategic locations.)

_____ I would be willing to donate $_____ to help defray expenses involved in this program.

NAME: _____ BUSINESS _____

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Thanks for volunteering to deliver the Jump Into Reading videotape to (name of company or companies). Your visit is an important step toward the success of our 1993-1994 project.

Our goal is to place copies of the videotape into the hands of the "right" person within each company or organization. This individual should be the decision-making supervisor in the Human Resources area. Someone who will listen to your message, view the video and realize the potential impact of the program. Someone who is in a position to put their reaction into action.

Step 1. Call the company and determine who is the appropriate person to contact. Make an appointment to visit them to explain the project.

Step 2. When you meet with this key individual, explain that the Bethlehem Area Chamber of Commerce is trying to support community efforts to increase the literacy level of the areas future work force. Our research has uncovered the realization that illiteracy starts early, in the home before children even reach first grade. We have chosen to work through parents and grandparents to raise the level of future workers by encouraging reading at home. These well prepared children will be better able to excel in school, will be more comfortable with learning and will recognize that reading and understanding the written work are the keys to a productive job. During your visit, you may wish to discuss the potential company benefits derived by making this tape available to working parents, by helping them understand the importance of reading to their children. You may wish to make some suggestions that the tape could be described in the company newsletter and be available for loan through the Human Resources office. You may wish to explain the availability of the Jumparoo for an employee children's party. (Give them a copy of each flyer that explains the rental of the Jumparoo.)

Step 3. After you have had an opportunity to meet with this individual, please complete the attached form and return it to Barbara McShane at the Chamber office. We need this form for follow-up contacts as well as for establishing a data base for out report to the Department of Education.

NAME OF BUSINESS:_____

ADDRESS:_____

_____ZIP:_____

CONTACT PERSON:_____

TELEPHONE NUMBER:_____

TAPE DELIVERED/ENGLISH:_____SPANISH:_____

NUMBER OF BROCHURES DELIVERED:_____

MASTER BROCHURE DELIVERED DATE:_____

WOULD THEY LIKE THE JUMPAROO:_____

WHAT DATE & FOR WHAT FUNCTION:_____

FOR THE OFFICE TO FILL OUT

DATE FOR FOLLOW UP CALL:_____

DATE CALL MADE & BY WHO:_____

DID JUMPAROO VISIT:_____

WHAT DATE:_____

RESPONSE TO PROJECT:_____

_____

COMMENTS:_____

_____

_____

_____

_____

NEWS RELEASE

THE CHAMBER

NEWS RELEASE

Bethlehem Area Chamber of Commerce 459 Old York Road Bethlehem, PA 18018 (215) 867-3788

For inclusion in your employee newsletter -- adapt as needed

If you have questions, call Vangie Sweitzer
Bethlehem Area Chamber of Commerce
867-3788

If you should see a big blue kangaroo while you're out and about, step up and say "hello" -- especially if you have youngsters with you! The "Jumparoo", as it's called, is the mascot of the Bethlehem Area Chamber of Commerce educational project, "Jump Into Reading". It was developed to remind parents and grandparents that a "jump" into reading aloud to children can go a long way in helping them develop a love of reading, so that they start school more prepared to learn.

(Name of company) has a copy of the half-hour "Jump Into Reading" video, and it's available for you to borrow overnight or over the weekend. (Elaborate here if you intend to show the video in-house.) You and your family will enjoy this professional-quality video produced by the Education Committee of the Bethlehem Chamber in conjunction with WLVT-TV Public Television. Its "stars" are Lehigh Valley youngsters and their parents, and features a special guest appearance by one who's well-known to your children, Mr. Rogers!

We encourage you to view this video at your convenience, and learn more about this special gift you can give your child -- the gift of reading. You'll be surprised at how many opportunities

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there are in a busy day where you can take time for a few minutes of reading, and how those few minutes can be an important investment in your child's future. "Jump Into Reading" shows you how, and shares its importance with you.

To reinforce the tips covered in the video, (company) also has copies of the brochure, "Jump Into Reading". (explain how they can procure a copy.)

Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-95

To: Businesses of the Lehigh Valley

Fact: With little growth in the Lehigh Valley labor force in recent years, companies are forced to compete for, (and have difficulty finding) qualified workers

Fact: As many as 20% of the local population is functionally illiterate, creating a workforce unable to meet the increased technological demands of the workplace

Fact: The new video tape, "Jump Into Reading", produced by the Education Committee of the Bethlehem Area Chamber of Commerce, *will address the long-range goal of improving literacy in the workplace.* Here is your copy of this newly produced tape. We hope you will view it, then make it available to your employees

Let us take a moment to tell you more about "Jump Into Reading ":

- This highly acclaimed educational video has been financed by the Literacy Department of the PA Department of Education.
- It was produced by the Chamber on behalf of Lehigh Valley 2000, in response to Goal One of America 2000: " **that children will start school prepared to learn by the year 2000.**"
- It is directed to parents and grandparents (although it has strong appeal for children, as well). Its message: that the single most inportant skill parents need to help their children achieve in school is the ability to instill in those children a love of reading.
- The video provides actual instruction on reading-aloud methods, in a variety of settings.
- The Chamber's ultimate goal on your behalf: a better-trained workforce, led by young people who have continued their schooling through at least the 12th grade level and obtained better grades as a result of an incentive begun years before: a love of reading and a thirst for knowledge.
- In addition to this 30-minute video supplied to you free, we are giving you 50 brochures for your employees containing tips for reading aloud to children -- each one bearing a brightly-colored sticker that lets them know their employer has a copy of the video which can be borrowed; they need only ask their HR rep or supervisor. If requested, we can give you a Master Brochure so you are able to make up more brochures.

Your assistance in promoting this important message - and even showing it in your place of business - is a necessary element in the success of this project. Toward this end, we ask you to take into consideration these additional facts:

BEST COPY AVAILABLE

Today, employers such as you are much more aware of the welfare of your workers. Home problems, such as children who are not achieving as they should in school, can easily be reflected in disrupted job performance. In turn, parents whose children are doing better in school bring a better level of concentration to their jobs.

We urge you to take this opportunity to invest in the well-being of your employees and their families, and the future workforce readiness of area companies..

How to Use the Video and Brochures:

- **set up the 30-minute tape in your cafeteria/lunch room and play it over one or two lunch hours**
- **make the tape available in your company resource room/lending library**
- **if your company has employee seminars/workshops, etc., take this opportunity to show the video and distribute the brochures**
- **lay out the brochures in an employee gathering place**
- **include an article on the long-term importance of reading aloud to children, and the availability of the "Jump Into Reading" video in your company newsletter(sample copy is enclosed)**

And as a special bonus...

The Bethlehem Chamber is now scheduling appearances of the Jumparoo for October through January. While the first video and 50 brochures for your company are free -- you can have the Jumparoo, a 7-foot blue plush kangaroo, with a baby kangaroo in its pouch, Readit, -- for just $35/hour. A robotics technician accompanies each appearance, making it possible for Readit to "talk" to children -- and to move his head from side to side. Both the Jumparoo and Readit have proved totally engaging to children! (Our research shows that an appearance by the Jumparoo is of most value when children are present with adults.)

Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-95

To: Organizations of the Lehigh Valley

Fact: With little growth in the Lehigh Valley labor force in recent years, companies are forced to compete for, (and have difficulty finding) qualified workers

Fact: As many as 20% of the local population is functionally illiterate, creating a workforce unable to meet the increased technological demands of the workplace

Fact: The new video tape, "Jump Into Reading", produced by the Education Committee of the Bethlehem Area Chamber of Commerce, *will address the long-range goal of improving literacy in the workplace.* Here is your copy of this newly produced tape. We hope you will view it, then make it available not only to your employees, but also to those clients with whom you deal.

Let us take a moment to tell you more about "Jump Into Reading ":

- This highly acclaimed educational video has been financed by the Literacy Department of the PA Department of Education.
- It was produced by the Chamber on behalf of Lehigh Valley 2000, in response to Goal One of America 2000: " **that children will start school prepared to learn by the year 2000.**"
- It is directed to parents and grandparents (although it has strong appeal for children, as well). Its message: that the single most inportant skill parents need to help their children achieve in school is the ability to instill in those children a love of reading.
- The video provides actual instruction on reading-aloud methods, in a variety of settings.
- The Chamber's ultimate goal on your behalf: a better-trained workforce, fed by young people who have continued their schooling through at least the 12th grade level and obtained better grades as a result of an incentive begun years before: a love of reading and a thirst for knowledge.
- In addition to this 30-minute video supplied to you free, we are giving you 50 brochures for your employees and clients containing tips for reading aloud to children -- each one bearing a brightly-colored sticker that lets them know you havea copy of the video which can be borrowed; they need only ask for it. If requested, we can give you a Master Brochure so you are able to make up more brochures.

Your assistance in promoting this important message - and even showing it in your place of business - is a necessary element in the success of this project. Toward this end, we ask you to take into consideration these additional facts:

BEST COPY AVAILABLE

39.
The Lehigh Valley
Where the best get together

Today, employers such as you are much more aware of the welfare of your workers. Home problems, such as children who are not achieving as they should in school, can easily be reflected in disrupted job performance. In turn, parents whose children are doing better in school bring a better level of concentration to their jobs.

We urge you to take this opportunity to invest in the well-being of your employees and those clients with whom you deal.

How to Use the Video and Brochures:

- **set up the 30-minute tape in your cafeteria/lunch room and play it over one or two lunch hours**
- **make the tape available in your company resource room/lending library**
- **if your company has employee seminars/workshops, etc., take this opportunity to show the video and distribute the brochures**
- **lay out the brochures in an employee gathering place**
- **include an article on the long-term importance of reading aloud to children, and the availability of the "Jump Into Reading" video in your company newsletter(sample copy is enclosed)**

And as a special bonus...

The Bethlehem Chamber is now scheduling appearances of the Jumparoo for October through January. While the first video and 50 brochures for your company are free -- you can have the Jumparoo, a 7-foot blue plush kangaroo, with a baby kangaroo in its pouch, Readit, -- for just $35/ hour. A robotics technician accompanies each appearance, making it possible for Readit to "talk" to children -- and to move his head from side to side. Both the Jumparoo and Readit have proved totally engaging to children! (Our research shows that an appearance by the Jumparoo is of most value when children are present with adults.)

BEST COPY AVAILABLE

Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-95

To: St. Luke's Hospital

Fact: With little growth in the Lehigh Valley labor force in recent years, companies are forced to compete for, (and have difficulty finding) qualified workers

Fact: As many as 20% of the local population is functionally illiterate, creating a workforce unable to meet the increased technological demands of the workplace

Fact: The new video tape, "Jump Into Reading", produced by the Education Committee of the Bethlehem Area Chamber of Commerce, *will address the long-range goal of improving literacy in the workplace*. Here is your copy of this newly produced tape. We hope you will view it, then make it available to prospective and new parentsas well as other patients. As a hospital you have a very unique opportunity to approach brand new parents, educating them on the fact that it is never to early to begin "reading" to their little ones.

Let us take a moment to tell you more about "Jump Into Reading ":

- This highly acclaimed educational video has been financed by the Literacy Department of the PA Department of Education.
- It was produced by the Chamber on behalf of Lehigh Valley 2000, in response to Goal One of America 2000: " **that children will start school prepared to learn by the year 2000.**"
- It is directed to parents and grandparents (although it has strong appeal for children, as well). Its message: that the single most inportant skill parents need to help their children achieve in school is the ability to instill in those children a love of reading.
- The video provides actual instruction on reading-aloud methods, in a variety of settings.
- The Chamber's ultimate goal: a better-trained workforce, fed by young people who have continued their schooling through at least the 12th grade level and obtained better grades as a result of an incentive begun years before: a love of reading and a thirst for knowledge.
- In addition to this 30-minute video supplied to you free, we are giving you 50 brochures containing tips for reading aloud to children -- each one bearing a brightly-colored sticker that lets your employees know their employer has a copy of the video which can be borrowed; they need only ask their HR rep or supervisor. If requested, we can give you a Master Brochure so you are able to make up more brochures for both employees and maternity patients..

Your assistance in promoting this important message - and showing the video wherever appropriate - is a necessary element in the success of this project. Toward this end, we ask you to take into consideration these additional facts:

ACCREDITED

The Lehigh Valley
Where the Sun Gets Together

BEST COPY AVAILABLE

Today, employers and providers such as you are much more aware of the welfare of workers. Home problems, such as children who are not achieving as they should in school, can easily be reflected in disrupted job performance. In turn, parents whose children are doing better in school bring a better level of concentration to their jobs.

We urge you to take this opportunity to invest in the well-being of employees new parents and their families, and in the future workforce readiness of area companies..

How to Use the Video and Brochures:

- **set up the 30-minute tape in your cafeteria/lunch room and play it over one or two lunch hours in the hospital**
- **make the tape available in a resource room/lending library**
- **if the hospital has employee workshops/seminars, etc., take this opportunity to show the video and distribute the brochures**
- **lay out the brochures in an employee gathering place**
- **include an article on the long-term importance of reading aloud to children, and the availability of the "Jump Into Reading" video in your newsletter, if you have one, (sample copy is enclosed)**

And as a special bonus...

The Bethlehem Chamber is now scheduling appearances of the Jumparoo for October through January. While the first video and 50 brochures for your company are free -- you can have the Jumparoo, a 7-foot blue plush kangaroo, with a baby kangaroo in its pouch, Readit, -- for just $35/hour. A robotics technician accompanies each appearance, making it possible for Readit to "talk" to children -- and to move his head from side to side. Both the Jumparoo and Readit have proved totally engaging to children! (Our research shows that an appearance by the Jumparoo is of most value when children are present with adults.)

Note: The Chamber has received funding from B. Braun Medical to cover four arrearances of Jumparoo and Readit at a non-profit site.

CALL NOW TO BOOK!

Bethlehem
area chamber of commerce

459 Old York Road, Bethlehem, PA 18018-5870 (215) 867-3788 • Fax (215) 758-95

To: Child Care Centers of the Lehigh Valley

Fact: With little growth in the Lehigh Valley labor force in recent years, companies are forced to compete for, (and have difficulty finding) qualified workers

Fact: As many as 20% of the local population is functionally illiterate, creating a workforce unable to meet the increased technological demands of the workplace

Fact: The new video tape, "Jump Into Reading", produced by the Education Committee of the Bethlehem Area Chamber of Commerce, *will address the long-range goal of improving literacy in the workplace.* Here is your copy of this newly produced tape. We hope you will view it, then make it available to the parents you come into contact with, since those parents are, for the most part, members of the workforce.

Let us take a moment to tell you more about "Jump Into Reading ":

- This highly acclaimed educational video has been financed by the Literacy Department of the PA Department of Education.
- It was produced by the Chamber on behalf of Lehigh Valley 2000, in response to Goal One of America 2000: **" that children will start school prepared to learn by the year 2000."**
- It is directed to parents and grandparents (although it has strong appeal for children, as well). Its message: that the single most inportant skill parents need to help their children achieve in school is the ability to instill in those children a love of reading.
- The video provides actual instruction on reading-aloud methods, in a variety of settings.
- The Chamber's ultimate goal: a better-trained workforce, fed by young people who have continued their schooling through at least the 12th grade level and obtained better grades as a result of an incentive begun years before: a love of reading and a thirst for knowledge.
- In addition to this 30-minute video supplied to you free, we are giving you 50 brochures containing tips for reading aloud to children -- each one bearing a brightly-colored sticker that lets them know their employer has a copy of the video which can be borrowed: they need only ask their HR rep or supervisor. If requested, we can give you a Master Brochure so you are able to make up more brochures.

Your assistance in promoting this important message - and showing the video wherever appropriate - is a necessary element in the success of this project. Toward this end, we ask you to take into consideration these additional facts:

43.

Today, employers and providers such as you are much more aware of the welfare of workers. Home problems, such as children who are not achieving as they should in school, can easily be reflected in disrupted job performance. In turn, parents whose children are doing better in school bring a better level of concentration to their jobs.

We urge you to take this opportunity to invest in the well-being of employees and their families, and in the future workforce readiness of area companies..

How to Use the Video and Brochures:

- **set up the 30-minute tape in your cafeteria/lunch room and play it over one or two lunch hours in your facility**
- **make the tape available in a resource room/lending library**
- **if, as a provider, you have parent/children get-togethers, take this opportunity to show the video and distribute the brochures**
- **lay out the brochures in an employee gathering place**
- **include an article on the long-term importance of reading aloud to children, and the availability of the "Jump Into Reading" video in your newsletter, if you have one, (sample copy is enclosed)**

And as a special bonus...

The Bethlehem Chamber is now scheduling appearances of the Jumparoo for October through January. While the first video and 50 brochures for your company are free -- you can have the Jumparoo, a 7-foot blue plush kangaroo, with a baby kangaroo in its pouch, Readit, -- for just $35/hour. A robotics technician accompanies each appearance, making it possible for Readit to "talk" to children -- and to move his head from side to side. Both the Jumparoo and Readit have proved totally engaging to children! (Our research shows that an appearance by the Jumparoo is of most value when children are present with adults.)

Note: The Chamber has received funding from B. Braun Medical to cover four arrearances of Jumparoo and Readit at a non-profit site.

CALL NOW TO BOOK!

The Bethlehem Chamber of Commerce is looking for a **dependable, responsible** young adult to help out with their latest project "Jump into Reading". The projects' mascot, the *Jumparoo* and her baby, *Readit*, will be making appearances at various businesses, organizations, and child care centers in the Lehigh Valley.

We are looking for a person who **enjoys being around young children** and is willing to give a few hours of their time to help support this new project. The job entails either wearing the *Jumparoo* costume or operating the robotics for *Readit*.

This is a volunteer position --
great "training" for Early Education or Theatre majors!

Please call Vangie Sweitzer at the Chamber
Mon-Fri 8:00 am.-5:00 pm. at **867-3788**

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